

For Immediate Release:

**BLUELIGHT CINEMAS HONORS WORLD
INTELLECTUAL PROPERTY DAY WITH MINI-VIDEOS**

Cupertino, CA (April 19, 2010) – In a time when there seems to be a new holiday for just about everything, the world's inventors will enjoy their day in the spotlight on Tuesday, April 26, 2011. The worldwide celebration by inventors, called World Intellectual Property Day, was "invented" in 1999 by the Chinese delegation to the World Intellectual Property Organization or WIPO. This year's World IP Day theme is "Designing for the Future."

The unusual holiday was started in order to "raise awareness of the role of intellectual property in our daily lives, and to celebrate the contribution made by innovators and artists to the development of societies across the globe," according to WIPO's web site.

Cupertino movie theatre, Bluelight Cinemas 5, plans to help inventors celebrate by including short inspirational videos about the world's greatest inventors as part of its pre-feature entertainment. "We're just a mile away from Apple, Inc. and this is truly a center for ideas and new product innovation," explained Art Cohen, CEO of Bluelight. "Inventing sounds like it is easy, but these videos show how famous and successful inventors had to struggle before their idea changed the world. I hope customers will leave our theatre inspired to invent the next big thing. Any theatre can show our free videos to encourage would be inventors."

Cohen is also an inventor himself, responsible for the popular miniature FM transmitters used with portable music players to broadcast into car radios and headphones. He is also an Executive Vice President of the national company that produced the videos, which it calls "INVENTainment." AmiCOUR IP Group, a firm that also provides consulting services to patent owners and their attorneys, has a Silicon Valley location headed up by Cohen.

"Art encouraged us to invest in this inspirational video project," explained AmiCOUR's CEO, Scott Bechtel. "The more research we completed on these famous inventors, the more each of their stories engaged us. Many inventors faced years of court battles just to protect their rights, including Thomas Edison and Orville Wright. Lionel Cohen invented a trigger for flash photography and designed fuses for the Navy before inventing the toy electric train. Everyone told George Ferris his idea for the Ferris wheel would be impossible to build and would surely be a financial failure. The first Ferris wheel cost \$250,000 to build and earned \$750,000 the first month. The escalator was impossible to sell for three years until its inventor, Jesse Reno, introduced his moving stairs as an amusement park ride at Coney Island."

Bechtel added, "We explored Colorado inventors because of our Denver office, discovering the fierce competition between Nicola Tesla of Pike's Peak and Marconi over the invention of the radio."

The videos also identify famous celebrities who obtained patents for their inventions. Cohen explained, "Harry Houdini got a patent on a deep sea diving suit that divers could slip out of in an emergency. Jamie Lee Curtis invented a baby diaper with a pocket for a baby wipe. Marlin Brando patented a tuning system for bongo drums, and Heddy Lamarr invented a torpedo control system used during the Cuban crisis. Mark Twain made a second fortune by patenting an idea for scrapbooks, and Zeppo Marx invented an alarm to warn heart patients of irregular heartbeats."

The company also included a video on the first patent issued in the US, which was granted to Samuel Hopkins for inventing a better way to make potash. Cohen explained, "Potash was used for making gunpowder and soap. If you lived in the 1700's, this patent was fairly essential to your survival." The INVENTainment videos celebrating World IP Day may be viewed online at <http://amicourip.com/videos.html>.

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About AmiCOUR IP Group, LLC: AmiCOUR IP Group a leading intellectual property consulting company providing IP asset management and consulting services, litigation support, royalty audits, and patent management software tools.

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